

If your kids are turning up their noses at milk and chugging pop and juice drinks instead, it's time for some quick action. Someday, your children will thank you for it.

An inadequate calcium intake during childhood sets the stage for osteoporosis and bone fractures later in life. Calcium intake is especially critical for teens because 15 percent of adult height and 45 percent of skeletal mass is gained during adolescence.

USDA research shows, however, that milk consumption begins to decline in the elementary years when children begin substituting soda for the milk they used to drink. By the time a child is a teen, he or she may drink more than two 12-ounce cans of soda and less

than 1 cup of milk daily. This skyrocketing consumption of "liquid candy" brings the growing threat of weaker bones, cavities and obesity.

How can you claim victory in the "battle of the beverages?" "Ban the can" and stock your

refrigerator with a variety of flavored milks. Sodas and juice drinks offer little or no nutrients and contain twice as much added sugar

as a comparable serving of flavored milk. Flavored milks have all of the nutrients found in regular milk.

For variety, try the all-time-favorite chocolate in addition to banana, peanut butter, strawberry or the myriad of other flavor combinations. Choose whole, reduced fat, lowfat or fat free.

Encourage your children to reach for flavored milks at school, whether it's on the lunchline or as an after-school snack from the milk vending machine.

Milk Takes the Lead in Battle of the Beverages



Dairy Council
of Wisconsin